



# SURVIVOR!

## Schedule of Events

Show Place, High Point, NC

February 1-2 2012

Tuesday, January 31

1:00 AM – 4:30 PM

### **\*Expanding The Possibilities:**

#### **Sales and Marketing To the Remodeling Market in Challenging Times**

Noted Author and Speaker Steve Monroe will present a program that will be of interest to all dealers, their contractors and suppliers. He'll examine the market – the size and geographic impact in the Southeast. He'll talk about who's buying, why they are buying now, and what you need to sell to this environment. He'll also share stories of remodelers who are successfully navigating our market. \$25 pp advance reg.; \$35 at door

4:00 PM – 5:30 PM

### **Exhibitors Reception**

Wednesday, February 1

8:00 AM – 9:00 AM

### **CONTRACTOR DAY!**

#### **Thoughts on the Housing Market – Which Way is Up?**

Doug Asano, Market Analyst for Huber will give us a view of what he sees for our industry over the next couple of years. \$25 pp advance reg.; \$35 at door

9:00 – 10:30 AM

#### **Purchasing & Inventory Management – A New Reality**

Join Moderator Jim Enter and panelists Buford Arning, ECMD, Bruce McDonald, Hutting Bldg. Products, Gene McKinney, Tindell's Inc, & Bruce Shelton, Capps Home Building Center as they discuss how they are coping with the downturn as related to purchasing and inventory management. Hear what they have learned that will benefit their company not only now but in the future! Bring your questions!! \$25 pp advance reg.; \$35 at door

10:30 – Noon

#### **What is the New Home Industry Forecasted To Do in Your Market?**

Join Edsel Charles, Chairman of MarketGraphics Research, as he explores Regional Market Research Forecast, Regional Inventory Status, Individual Focus on our states, Interest & Economic Forecasting.... \$25 pp advance reg.; \$35 at door

11:30 AM

### **Lunch – Sponsored By ECMD**

12: 30 PM

### **2012 Show Opens**

5:00 PM

Show closes for evening

Thursday, February 2

7:00 AM – 8:30 AM

### **At Your Wits End? Try These Ideas! Breakfast at ShowPlace with Craig Webb,**

**Editor of ProSales Magazine** \$35 pp advance reg.; \$45 at door

9:00 AM – 12 Noon

### **Show**

12 Noon – 2:30 PM

**Post-Show Event!** Join us for lunch & two exceptional programs! Only \$35 pp advance reg.; \$45 at door

#### **U.S. Federal Reserve Speaker Rick Kaglic Talks on ....**

#### **Economic Conditions Impacting Construction**

**Introduction by Erik Anderson, NCHBA 2012 President**

Rick Kaglic is an Economist for the Federal Reserve. Fresh from a special Roundtable with his counterparts the day prior to this meeting, he will tell us what the Federal Reserve is expecting to see in our industry during the coming months. This is a very special session that anyone who has any part in the building industry can't afford to miss!!

**Followed by....**

#### **The Squeeze Play**

Moderated by Craig Webb, Editor of ProSales Magazine, this panel is going to talk about where to look for money. Dealers & Contractors tell us that banks are getting tougher. Some who have been with their banks for decades are even getting suggestions that they move to other lenders. Bankers are nervous about the solvency of lumber yards and probably rightly so. They are asking for higher fees and placing more restrictions on accounts. What do we do? Listen as this panel of top-ranking experts talks about the money dilemma: Matt Ogden, President of Building Industry Partners, Construction Loan VP, BB&T, Johan Van Tilburg, President, Tindell's, Richard Heath CPA, Richard Heath & Co. & Doug Brewer, VP of Business Services, Allegacy Federal Credit Union